

LVCVA Summary of Monthly Tourism Indicators for Las Vegas, NV
For Calendar Year 2024

As of February 26, 2025

Compiled by the LVCVA Research Center

LAS VEGAS CONVENTION AND VISITORS AUTHORITY (LVCVA)

Tourism Indicators	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	2024 YTD
Visitor Volume	3,383,500	3,374,300	3,671,500	3,513,500	3,657,200	3,490,600	3,512,500	3,399,900	3,389,100	3,564,800	3,313,700	3,405,700	41,676,300
Convention Attendance	557,200	764,800	484,400	503,500	461,900	419,300	251,600	638,300	527,200	559,200	548,200	279,200	5,994,800
Available Room Inventory	156,100	156,190	156,173	154,745	154,035	153,719	152,257	150,679	150,679	150,646	150,859	150,612	150,612
Total Occupancy	78.9%	83.9%	85.3%	85.5%	86.1%	85.2%	83.7%	81.2%	83.9%	85.7%	81.4%	81.9%	83.6%
Weekend Occupancy	83.6%	90.3%	91.8%	93.4%	93.4%	91.3%	93.2%	90.2%	90.4%	94.6%	89.1%	88.9%	90.8%
Midweek Occupancy	77.0%	81.0%	82.2%	82.6%	82.5%	82.6%	79.8%	76.9%	81.1%	82.6%	76.9%	79.5%	80.4%
Strip Occupancy	81.7%	86.6%	88.3%	88.0%	88.5%	88.3%	86.5%	84.6%	87.0%	87.8%	84.3%	85.3%	86.4%
Downtown Occupancy	66.4%	71.1%	69.3%	74.6%	76.1%	69.5%	67.8%	65.3%	74.1%	80.4%	70.2%	67.1%	71.0%
Average Daily Room Rate (ADR)	\$191.23	\$248.35	\$178.26	\$182.30	\$202.59 r	\$175.64	\$160.15	\$175.44	\$196.34	\$216.99	\$198.72	\$193.68	\$193.16
Strip ADR	\$204.22	\$269.37	\$188.75	\$194.42	\$215.10 r	\$186.91	\$170.38	\$186.06	\$209.58	\$232.25	\$212.49	\$206.58	\$206.12
Downtown ADR	\$100.23	\$104.01	\$100.97	\$96.35	\$124.92	\$96.03	\$90.77	\$99.01	\$107.25	\$121.73	\$104.50	\$104.42	\$104.65
Revenue Per Available Room (RevPAR)	\$150.88	\$208.37	\$152.06	\$155.87	\$174.43 r	\$149.65	\$134.05	\$142.46	\$164.73	\$185.96	\$161.76	\$158.62	\$161.48
Strip RevPAR	\$166.85	\$233.27	\$166.67	\$171.09	\$190.36 r	\$165.04	\$147.38	\$157.41	\$182.33	\$203.92	\$179.13	\$176.21	\$178.09
Downtown RevPAR	\$66.55	\$73.95	\$69.97	\$71.88	\$95.06	\$66.74	\$61.54	\$64.65	\$79.47	\$97.87	\$73.36	\$70.07	\$74.30
Total Room Nights Occupied	3,819,700	3,801,100	4,127,700	3,969,600	4,109,400	3,928,300	3,948,400	3,791,800	3,794,100	4,003,200	3,682,400	3,825,400	46,801,000
Total En/Deplaned Passengers	4,349,282 r	4,336,169 r	5,043,368	4,881,617	5,190,919 r	5,046,347 r	5,060,565 r	4,852,250 r	4,755,175	5,328,271 r	4,731,021 r	4,872,798	58,447,782
Avg. Daily Auto Traffic: All Major Highways*	114,745 e	119,384 e	132,969 e	132,542 e	137,000 e	137,844 e	137,355 e	130,663 e	127,388 e	134,155 e	130,467 e	133,361 e	130,656 e
Avg. Daily Auto Traffic: I-15 at NV/CA Border	38,352	37,994	43,588	40,860	47,609	48,114	49,652	45,458	41,701	43,055	44,916	47,560	44,072
Gaming Revenue : Clark County	\$1,117,205,000 r	\$1,177,006,000 r	\$1,131,562,000 r	\$1,079,357,000 r	\$1,148,251,000 r	\$1,119,216,000	\$1,118,794,000	\$980,928,000	\$1,130,711,000	\$1,112,732,000	\$1,163,467,000 r	1,288,159,000	\$13,567,388,000
Gaming Revenue: Las Vegas Strip	\$686,091,000 r	\$800,626,000 r	\$715,870,000	\$666,058,000	\$742,514,000 r	\$758,593,000	\$709,336,000	\$643,667,000	\$727,661,000	\$692,075,000	\$788,738,000	881,255,000	\$8,812,484,000
Gaming Revenue: Downtown	\$85,716,000 r	\$76,208,000 r	\$76,199,000	\$82,780,000	\$74,856,000	\$66,217,000	\$71,841,000	\$58,373,000	\$91,002,000	\$86,803,000	\$79,007,000 r	82,263,000	\$931,265,000
Gaming Revenue: Boulder Strip	\$93,153,000 r	\$75,685,000	\$78,311,000	\$83,123,000	\$84,919,000	\$73,202,000	\$85,664,000	\$64,849,000	\$80,434,000	\$86,280,000	\$66,217,000	87,815,000	\$959,652,000
Room Tax / LVCVA's Portion¹	\$31,948,999	\$37,749,978	\$32,467,476	\$31,549,405	\$35,537,420	\$28,999,139	\$28,225,045	\$28,654,284	\$32,378,520	\$36,664,287	\$30,094,354	\$29,684,756	\$383,953,661

Change from Previous Year	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	2024 YTD
Visitor Volume	3.3%	9.5%	0.4%	3.8%	4.6%	1.8%	-0.4%	2.4%	1.6%	-1.8%	0.6%	0.2%	2.1%
Convention Attendance	8.6%	15.3%	-37.2%	36.3%	1.8%	-7.9%	-6.9%	-1.4%	29.2%	-12.7%	-8.4%	42.7%	0.1%
Available Room Inventory	2.9%	2.9%	1.9%	1.4%	1.4%	1.2%	0.4%	-0.8%	-0.9%	-1.1%	-0.9%	-2.6%	-2.6%
Total Occupancy	-0.2	1.7	-3.0	1.2	1.7	-0.3	-1.5	0.9	1.3	-2.0	-0.5	2.0	0.1
Weekend Occupancy	-4.8	1.0	-2.7	1.0	0.2	1.1	0.6	0.5	1.4	0.4	0.4	1.2	0.1
Midweek Occupancy	1.8	2.2	-3.6	1.7	1.7	-0.9	-2.4	-0.1	2.2	-2.8	-2.0	4.5	0.1
Strip Occupancy	0.3	1.4	-2.2	1.1	1.5	-0.5	-1.6	1.1	2.3	-1.8	-1.0	2.2	0.2
Downtown Occupancy	0.0	3.5	-7.1	2.5	4.7	2.9	0.8	3.1	0.8	-1.9	4.6	1.6	1.3
Average Daily Room Rate (ADR)	-0.2%	40.6%	-16.4%	6.6%	10.5%	6.4%	-1.8%	11.7%	-2.6%	-7.0%	-20.3%	3.7%	1.0%
Strip ADR	-0.7%	43.1%	-17.4%	6.4%	10.5%	6.5%	-1.8%	12.1%	-2.8%	-7.6%	-21.3%	3.9%	0.8%
Downtown ADR	-4.2%	9.2%	-17.5%	4.5%	15.4%	8.6%	-0.6%	12.9%	-11.3%	-4.0%	-3.8%	-0.2%	-0.5%
Revenue Per Available Room (RevPAR)	-0.5%	43.5%	-19.2%	8.1%	12.7%	6.0%	-3.6%	12.9%	-1.0%	-9.1%	-20.8%	6.3%	1.1%
Strip RevPAR	-0.4%	45.5%	-19.4%	7.7%	12.4%	5.9%	-3.6%	13.6%	-0.1%	-9.5%	-22.3%	6.6%	1.1%
Downtown RevPAR	-4.2%	14.9%	-25.1%	8.2%	23.0%	13.3%	0.6%	18.5%	-10.3%	-6.2%	2.9%	2.2%	1.3%
Total Room Nights Occupied	2.7%	8.8%	-0.6%	3.3%	3.5%	0.8%	-1.5%	0.3%	0.7%	-3.3%	-1.5%	-0.2%	1.0%
Total En/Deplaned Passengers	-0.8%	3.8%	2.0%	1.5%	4.8%	3.3%	2.3%	5.1%	-0.7%	-2.8%	-2.2%	1.1%	1.4%
Avg. Daily Auto Traffic: All Major Highways*	-1.7%	2.9%	1.4%	-2.9%	1.5%	-0.2%	-1.5%	2.7%	3.1%	1.7%	-0.7%	3.7%	0.8%
Avg. Daily Auto Traffic: I-15 at NV/CA Border	-5.3%	-1.1%	0.8%	-9.8%	1.1%	2.1%	-0.2%	3.0%	3.0%	1.8%	-2.0%	2.8%	-0.3%
Gaming Revenue : Clark County	-1.1%	8.9%	-1.5%	8.5%	2.9%	4.6%	-7.4%	-4.4%	3.7%	-2.2%	-4.2%	1.5%	0.6%
Gaming Revenue: Las Vegas Strip	-3.8%	12.4%	-1.2%	6.6%	3.7%	4.3%	-15.0%	-3.5%	-1.8%	-3.1%	-3.9%	-2.7%	-1.0%
Gaming Revenue: Downtown	1.0%	2.7%	-12.9%	11.1%	1.6%	5.8%	9.9%	-8.8%	33.1%	-11.0%	-2.7%	8.4%	2.4%
Gaming Revenue: Boulder Strip	-3.4%	0.6%	-9.3%	8.5%	-5.5%	2.2%	7.9%	-21.8%	19.3%	-20.6%	29.7%	-0.6%	-0.6%
Room Tax / LVCVA's Portion¹	2.6%	48.5%	-14.6%	12.9%	15.4%	10.5%	5.5%	13.9%	1.1%	-9.3%	-15.9%	9.8%	4.7%

Sources: Las Vegas Convention and Visitors Authority; Harry Reid International Airport; Nevada Department of Transportation (NDOT); NV Gaming Control Board

Notes:

Air passengers and auto traffic counts are a blend of commercial, pass-thru and resident traffic in addition to visitors.

Occupancy, ADR and RevPAR data are derived from a survey sample representing more than 75% of the Las Vegas hotel inventory.

Inherent variability in survey sampling and occasional variations in survey participants can affect monthly and year-over-year comparisons.

¹ – Room Tax amounts exclude portions dedicated to Las Vegas Convention Center expansion funding from SB-1 legislation.

For more information, visit www.lvcva.com/stats-and-facts/

May not foot due to rounding

e - estimate; r - revised